

ALAMEDA GOLF COMMISSION
MINUTES OF MEETING

Wednesday, March 16, 2005

1. CALL TO ORDER

Chair Sandré Swanson called the meeting to order at 7:00 p.m. in Room #360, Alameda City Hall, 2263 Santa Clara Avenue.

1-A. Roll Call

Roll call was taken and members present were: Chair Sandré Swanson, Secretary Betsy Gammell, Commissioner Anthony Corica and Commissioner Bob Wood. Absent: Vice Chair Tony Santare. Also present were General Manager Dana Banke and Head Golf Professional Matt Plumlee.

1-B Approval of Minutes - Regular Meeting of February 16, 2005

Item added in 3-C, line 23.

Although through discussion, the Golf Commissioners voiced opposition to the idea.

The Commission approved the addition and the minutes unanimously.

1-C Adoption of Agenda

The Commission approved the agenda unanimously.

2. ORAL COMMUNICATIONS

3. AGENDA ITEMS:

3-A Approval of Management Practice for Golf Complex Volunteer Marshal Program (Action Item).

The General Manager passed out the revised Draft Management Practice for Golf Complex Volunteer Marshal Program to the Golf Commissioners. The purpose of this management practice is to establish and clarify procedures regarding Golf Complex volunteer marshal work hours, schedules, activities and benefit package. It is required that the Chuck Corica golf professional staff establishes peak and non peak seasonal work schedules and activities for the volunteer marshal force. Marshals will help the golf professional staff monitor and enforce the policies of the golf course such as, pace of play, checking for customer receipts and golf cart etiquette. Marshals will work in the capacity as volunteers and services

will be used for the best interest of the golf patrons and staff of the Chuck Corica Golf Complex. The schedule will be posted prior to each season; November through March and April through October. The seasonal schedule is subject to review annually. The number of marshals on staff will vary depending on the needs of the business. Staffing will include a cart attendant, a tee marshal for each course, and at least one (1) roving marshal for each course. Volunteer marshals shall work six (6) hours each week November through March. Volunteer marshals shall work eight (8) hours each week April through October. Volunteer marshals shall sign the Marshal Shift Log Book at the start and end of each scheduled shift. Volunteer marshals shall make every attempt to arrive on time for their scheduled shift. It is the responsibility of the marshal to find a suitable replacement when on leave. The work activities will include monitoring the pace of play: Monday through Friday tee times before 9:00am, the round should be 4 hours or less, after 9:00am 4.5 hours or less. On Saturday, Sunday and Holidays tee times before 8:00am, the round should be 4 hours or less, 8:00am – 11:00am, 4.5 hours or less, and after 11:00am 5 hours or less. The marshal's are to record one (1) finishing time each hour in the pace-of-play logbook and enforce CCGC golf course and USGA rules book policies regarding safe play and etiquette. Volunteer marshals shall receive the following Golf Complex benefits, playing privileges, including cart usage, Monday through Friday anytime. On Saturday, Sunday, and Holidays after 12:00pm and/or as business permits. Playing privileges, including cart usage, will be allowed Saturday, Sunday, and Holidays with a paid group. Mif Albright course and Driving Range privileges anytime as business permits (Limit 1 bucket per day). Employee food discounts during scheduled work shifts. (Approval of L&H). A Pro shop discount of 20% on non-sale soft goods. Special Orders cost plus 5% with prior management approval. The suggestion was made to have a contract with the volunteers stating what is expected of them and the benefits they are to receive. The Golf Commission approved the revised Management Practice for Golf Complex Volunteer Marshal Program unanimously.

3-B Update on Golf Complex Clubhouse Capital Improvement Project (CIP).

The General Manager reported that he met with Acting City Manager, Bill Norton yesterday to discuss the project. The General Manager brought the layouts that Commissioner Wood prepared showing the Poplar Creek clubhouse design placed over the footprint of the current clubhouse at the Chuck Corica Golf Complex. The layout shows what the design would look like and how it would function at the Complex. No definite price has been determined to purchase the Poplar Creek clubhouse plans from the City of San Mateo. The General Manager also spoke with the City of Alameda's Finance Director to discuss financing for the project and a potential timeline. A local accountant, John Ritchie, will be updating the golf complex financials and developing a business plan for the new clubhouse

showing what the Complex can afford for debt service. There has not yet been a project manager assigned to the clubhouse project. Commissioner Wood displayed the layouts of the clubhouse that he prepared. The footprint for the Complex was taken from the aerial photo and a technical drawing of the Poplar Creek buildings were placed over the photo. Commissioner Wood then explained what the different areas of the buildings represent and how they would fit at the Complex. The design is two buildings separated by a breezeway. One building houses the Pro Shop and offices, the other has the restaurant and banquet facility. The banquet facility holds 169 patrons. The room can be divided into two rooms holding 106 and 53 patrons respectively. The banquet facility has a separate entrance. The total of both buildings is 11,800 square feet. Three different schemes were presented changing the placement of the buildings. In discussions with the General Manager and staff at Poplar Creek it was discovered that some areas of the design could be better. They stated that the bar area should be separated from the dining area, more storage is needed and the banquet facility should be larger. The purpose of buying the plans for an existing building is to save money on design services. The design services cost can run up to \$600,000 and the purchasing of the plans would be far less than that, but if you make considerable changes to the plans it is not practical. Any changes to the plans come at a cost. The fact that the buildings have already been constructed makes it easier to estimate the cost than a design that is just on paper.

3-C Discussion on Practice Area for the Golf Complex Driving Range.

The General Manager reported that over the past few months the Golf Commissioners have gone out to the Driving Range and the Mif Albright Course to visualize the potential plans for a new practice area. Commissioner Wood drew up a design and gave it to the Golf Commission last month. The plan is to use the first and ninth greens on the Mif Albright Course and redesign that course. A new tee would be placed east of the current 1st green, trees along the slough would be removed to open up the area and the 2nd green would become the 1st green. A new tee would be placed on #5 and that hole would be cut in half, the hole is currently 191 yards and represents the greatest hazard on the course. A new green would be placed on #9 also and that hole would be shortened. The area would be lit up at night by redirecting lights at the Driving Range and a synthetic putting green placed in the area. The area would be able to be open at night, which is a feature the competitors (Metropolitan and Monarch Bay) do not offer. The Acting City Manager has instructed the Golf Complex to move ahead with the plans and build the practice area.

4. ORAL REPORTS

4-A Golf Shop and Driving Range activities report by Head Golf Professional Matt Plumlee.

The Head Golf Professional reported that he is currently interviewing

potential new employees and volunteer marshals. A customer service program is being developed to help staff and enhance customer relations. New promotions for the summer are being set up, including a twilight league during the weekdays. New parts are on order for the back- up range ball picker and staff is looking into purchasing a new unit. The question was raised concerning the area golf courses and the deals they are offering. The General Manager stated that we are developing our own specials to compete. Additional advertising is being done for the summer, also.

- 4-B General Manager Dana Banke's report highlighting maintenance and operational activities for the month at the Golf Complex.

The General Manager reported that the staff at the Golf Complex is working on advertising and promotion programs for the upcoming season. The building of the practice area will enable the Driving Range to stay open later and increase revenues. New benches have been ordered for the golf courses. The benches are made of ironwood, which is very durable for outdoor use.

- 4-D Beautification Program by Mrs. Norma Arnerich.

Mrs. Arnerich reported that a tree ceremony would be held next month for Bob Beretta, a former Men's Club and Commuter's Committee member. Also noted, the benches on the Mif Albright Course are in need of replacement and the fallen tree and leaning fence on the 8th tee of that course need attention. Mrs. Arnerich also mentioned that a group of people are interested in donating a bench for the Complex. The concern is that the bench be consistent with the new benches recently purchased. Also, the Complex would not take responsibility for any vandalism that may occur to the bench. The issue will be discussed at a later meeting.

5. COMMISSIONERS' REPORTS

- 5-A Long-Range Planning and Government Liaison, Chair Swanson.

Chair Swanson reported that he has asked the General Manager to look into the cost of adding grass to the hitting stalls at the Driving Range. Since the opening of the Metropolitan's grass driving range the revenue totals have decreased. The Superintendent has spoken to the Metropolitan's superintendent about the maintenance problems with the grass range.

- 5-B Buildings, Security, Albright Course and Driving Range, Secretary Gammell.

Commissioner Gammell reported that there was an incident on the 6th hole of the Jack Clark Course where an errant golf ball struck a parked car. The golfer was located and accepted responsibility for the incident. On the Mif Albright Course there is also rusty old equipment near the 8th tee that needs to be removed. The General Manager stated the material belongs to the Recreation and Parks and he will request removal. Improvements are planned for the Driving Range building including carpet cleaning, painting and replacement of the outside counter. It was mentioned that a new blind is needed for the counter window.

5-C Maintenance Status of Golf Complex and Capital Improvements, Vice Chair Santare.

The General Manager reported that the top priority Capital Improvement Project (CIP) is currently the Clubhouse Project. An additional CIP, the Storm Water Runoff Project has allocated \$50,000 from the Public Works Department to develop a plan to improve the lakes and sloughs at the Complex. All of the other CIP's are currently deferred.

5-D Golf Complex Financial Report, Commissioner Corica.

Commissioner Corica reported that total revenue from golf on the three (3) courses was down 13% for the month of February 2005 as compared to February 2004, with play down by 12%. For fiscal year 2004-2005, play is down 12% and revenue from golf is down 4%, as compared to fiscal year 2003-2004. Most Bay Area courses have experienced similar or larger declines in play. All ancillary services were slightly below their revenue from last February with the exception of the sale of monthly and annual tickets. The Golf Complex showed a loss for the month of \$10,910 for the month and a net profit of \$83,345 for the first eight months of fiscal year 2004/2005, down about \$205,506 from the last fiscal year.

5-E New Clubhouse, Complex Entry and General Design and Construction Issues, Commissioner Wood.

The report was previously discussed.

5-F Golf Complex Restaurant Report, Legends & Heroes.

None to report.

6. ORAL COMMUNICATIONS, NON AGENDA (Public Comment)

None to report.

7. OLD BUSINESS

None to report.

8. WRITTEN COMMUNICATIONS

Included in the Commission packet was a memorandum to the Finance Department showing the surcharge payment for February 2005 of \$7,560. The year-to-date total is \$107,054 for the fiscal year 2004/2005 to the General Fund.

9. ANNOUNCEMENTS/ADJOURNMENT

The meeting was adjourned at 8:23 p.m.

The agenda for the meeting was posted 72 hours in advance in accordance with the Brown Act.